



**Alberta  
Cattle  
Commission**

# GRASS routes

**The Alberta Cattle Producer Monthly Update**

September 1999

Call us at (403) 275-4400



## Industry Funds John's Research

Research supported by the beef industry is developing new testing methods to improve diagnostic accuracy for John's disease. The research is an important step in developing a screening method producers can use. The end result will be a superior test that will help Canadian producers guarantee world markets that export animals are free of John's disease.

**Cattle Market  
Information  
Slaughter Line  
(403) 274-4340  
Feeder Line  
(403) 274-4345**

or see the  
ACC market  
report at our  
Web Site  
[www.cattle.ca](http://www.cattle.ca)

## National Cattle Identification Program Field Trials Underway

Ongoing Canadian Cattle Identification Agency (CCIA) field trials are evaluating retention rates for various ear tag designs for use in the upcoming national cattle identification program.

Julie Stitt, CCIA general manager says, "18 of the 20 types of tags tested, which include those with bar codes and electronic systems, have met the 95 per cent retention goal."

Now 25,000 tags are being tested in feedlots across Canada and are being followed through to packing plants.

Stitt says the national identification program is designed to ensure Canada remains competi-

tive in global export markets where animal traceback for health and food safety is required.

She adds, "Canada exports over 50 per cent of what we produce in beef products and cattle. Therefore, we want to open up new export markets wherever possible. We are moving ahead with the ID program so our animal health status does not become a trade barrier.

We're developing a simple, basic, cost-effective program which is industry run in order to meet emerging international standards."

CCIA expects a basic tag will be available for under one dollar per tag.

## Nutrition Research Good News For Beef

The latest results from nutrition research at the University of Laval show that lean beef, poultry and fish are equally beneficial as the main protein source in diets geared to lower blood cholesterol.

The same results were achieved in a separate study at John Hopkins University.

In the Laval study, 18 men with high blood cholesterol followed carefully-

monitored, prudent diets that are commonly used for the reduction of blood cholesterol. The same cholesterol-lowering effect was found in diets that included lean red meat as those that did not.

The study found that it is not necessary for health professionals to advise people following heart healthy diets to cut back on red meat.

## Five New Beef Products by 2000

The Beef Information Centre (B.I.C.) has set a goal to introduce five new consumer beef products and increase beef sales 500,000 pounds by July, 2000.

A product currently being test marketed in Eastern Canadian is rotisserie roast beef. Kevin Boon, a cattle producer from Delia and B.I.C. committee member predicts this could be a hit with consumers.

Boon feels it's extremely important to launch new beef products. The recent announcement of a \$1 million beef product development project at the Leduc Food Processing Development Centre will direct efforts to bring new products to the market.

So far, the most successful new product has been Al Safa Halal beef for the Muslim market. After only three years, the product is sold in five provinces and 15 U.S. States. When first introduced, the goal was to sell 25,000 pounds of beef a year into this niche market. Now that amount is nearly being sold every week.

N  
A  
t  
t  
r  
e  
c  
i  
f  
r  
f  
t  
t  
e  
s  
t  
c  
/

F  
r  
f  
i  
e  
c  
i  
i